

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 XMB-04 CIAE-00 EB-08 INR-07 LAB-04
NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /055 W
-----050729Z 039275 /21

P R 041545Z MAR 77
FM AMEMBASSY BELGRADE
TO SECSTATE WASHDC PRIORITY 9780
INFO USDOC WASHDC

UNCLAS BELGRADE 1338

EO 11652: NA
TAGS: BEXP YO
SUBJ: MARKET PROMOTION FOR U.S. EXHIBITION AT NOVI SAD FAIR

1. EMBASSY IS PLEASED TO LEARN THAT EXHIBITION MANAGER THOMAS AND MARKET PROMOTION DIRECTOR AUFRICHT WILL BOTH BE IN COUNTRY BY MARCH 13 TO SET IN MOTION EMBASSY/USDOC PROMOTION CAMPAIGN AND TO COORDINATE OTHER PREPARATORY WORK FOR EXHIBITION. CONCERN WAS DEVELOPING HERE THAT PROMOTION CAMPAIGN, IN PARTICULAR, WOULD BE GETTING OFF TO LATE START AND WOULD NOT HAVE ADEQUATE TIME TO FULLY EXPLOIT ALL OPPORTUNITIES FOR KEY ENTERPRISE AND GOVT CONTACTS IN YUGOSLAVIA AND THIRD COUNTRIES.

2. TO BROADEN IMPACT OF MARKET PROMOTION CAMPAIGN, THOMAS AND AUFRICHT ARE BEING INCLUDED IN PARTS OF PROGRAM FOR EX-IM BANK TEAM WHICH IS ARRIVING ON MAR 13 FOR TEN DAY OFFICIAL VISIT HOSTED BY MINISTRY OF FINANCE. THIS WILL BRING USDOC EXHIBITION GROUP INTO IMMEDIATE CONTACT WITH A GOOD NUMBER OF HIGH GOVT OFFICIALS AND INFLUENTIAL BUSINESS EXECUTIVES WHO ARE NORMALLY QUITE DIFFICULT TO REACH. INDIVIDUALS WILL SERVE NOT ONLY AS EXCELLENT DIRECT MULTIPLIER OF PROMOTION INFORMATION BUT ALSO WILL FACILITATE OTHER CONTACTS WITH KEY END-USERS AND INFORMATION DISSEMINATORS IN THEIR REGION OR INDUSTRIAL SECTOR.

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3. EMBASSY EXPECTS TO BEGIN PRINTING PROMOTIONAL PACKAGE IMMEDIATELY UPON ARRIVAL OF USDOC GROUP IN ORDER TO INITIATE AS SOON AS POSSIBLE (PREFERABLY BY MARCH 21) A SERIES OF CAREFULLY PLANNED PROMOTIONAL MAILINGS TO IMPORTANT ENTERPRISES AND GOVT/BUSINESS PRESS ORGANIZATIONS IN SELECTED THIRD COUNTRIES AS WELL AS YUGOSLAVIA. TIMELINESS OF MASS MAILINGS AND KEY PROSPECT VISITS IS VIEWED AS ESSENTIAL TO SUCCESS OF MARKET

PROMOTION EFFORTS.

4. EMBASSY PROPOSES FOLLOWING SCHEDULE FOR MARKET PROMOTION:

SCHEDULE OF MARKET PROMOTION CAMPAIGN ACTIVITIES

8TH WEEK MARCH 12-19 BEFORE EXHIBIT
PRINTING
FLYER
FOREIGN POSTS
SEND CABLE REQUESTING APPOINTMENTS
FOR USDOC DEVELOPMENT OFFICER
OTHER
PREPARE TRADE PRESS RELEASE

7TH WEEK MARCH 20-26
MAILINGS
#1 FLYER
FOREIGN POSTS
SEND FLYERS
OTHER
SEND TRADE PRESS RELEASE

6TH WEEK MARCH 27-APRIL 2
PRINTING
CATALOGUE

5TH WEEK APRIL 3-9
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PRINTING
CATALOGUE (CONT.)
KEY PROSPECTS VISITS
SKOPJE/SARAJEVO

4TH WEEK APRIL 10-16
PRINTING
AMBASSADOR'S (CHARGE'S) LETTER
KEY PROSPECTS VISITS
BELGRADE/NIS
FOREIGN POSTS
SEND CATALOGUES
OTHER
GENERAL PRESS RELEASE INCLUDING CAPTIONED PHOTOS
VOA PROMOTION SPOT

3RD WEEK APR 17-23
MAILINGS
#2 CATALOGUE (MASS MAILING)

KEY PROSPECTS VISITS
ZAGREB/LJUBLJANA
FOREIGN POSTS
SEND RECEPTION INVITATIONS
(KEY PROSPECTS)
PROMOTION VISITS
OTHER
PRESENTATION (ZAGREB)
AT DOL SIMINAR OF FP & P THEME

2ND WEEK APR 24-30
PRINTING
SCHEDULE OF EVENTS
MAILINGS
3# INVITATIONS TO TECHNICAL PRESENTATIONS (SELECTED ENTERPRISES)
#4 AMBASSADOR'S LETTER/RECEPTION INVITATION (KEY PROSPECTS)
KEY PROSPECTS VISITS
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NOVI SAD/ VOJVODINA
OTHER
SEMINAR PRESENTATION AT DOL SIMINAR (NOVI SAD)
BLUE RIBBON CALLS
TELEPHONE CAMPAIGN

1ST WEEK MAY 1-7
MAILINGS
#5 FINAL SCHEDULE OF EVENTS
OTHER
GENERAL PRESS RELEASE INCLUDING CAPTIONED PHOTOS
VOA PROMOTIONAL SPOT
BLUE RIBBON CALLS
TELEPHONE CAMPAIGN

YORK

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 04-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BELGRA01338
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770076-0658
Format: TEL
From: BELGRADE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770394/aaaadewa.tel
Line Count: 155
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 17f137be-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 22-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3212495
Secure: OPEN
Status: NATIVE
Subject: MARKET PROMOTION FOR U.S. EXHIBITION AT NOVI SAD FAIR
TAGS: BEXP, YO
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/17f137be-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009